

“What is Placemaking.....”

Mukul Malhotra
Principal, Director of Urban Design
MIG

“What is Placemaking.....

“What makes people love
where they live?”

“What is Placemaking.....

Both an idea and approach



YOUNG, TALENTED PEOPLE
LOOKING FOR WORK

FAMILIES WITH YOUNG CHILDREN

INCLUSIVE & EQUITABLE

RACIAL AND ETHNIC MINORITIES

OLDER PEOPLE

IMMIGRANTS

YOUNG ADULTS
WITHOUT CHILDREN

GAYS AND LESBIANS



OTHER PEOPLE CARE
ABOUT EACH OTHER

FUN ACTIVITIES

SOCIAL & CULTURAL DIVERSE

GOOD PLACES TO MEET PEOPLE

ARTS AND CULTURAL
OPPORTUNITIES

MULTI-LAYERED HISTORY

“Why Placemaking.....”

Improves Quality of Life



Hemisfair, San Antonio

M I G

Design

Builds Social Capital



Southside, Berkeley

Empowers Us to Dream

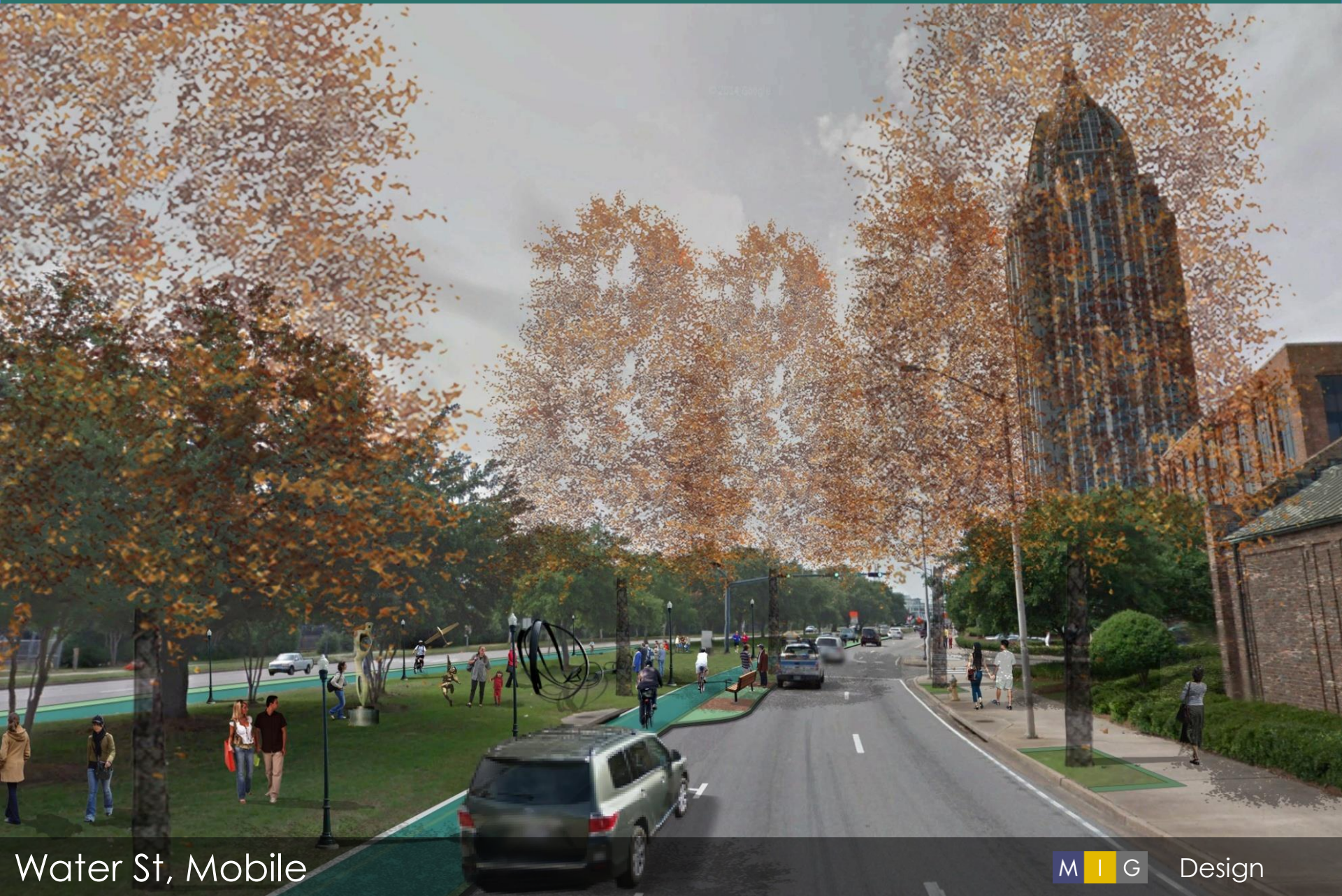


Water St, Mobile



Design

Create Shared Vision & Ownership



Water St, Mobile

M I G

Design

Catalyzes Implementation



City begins construction on Water Street transformation

Posted by Dale Liesch | Aug 21, 2017 | Latest, News | 0 ● | ★★★★★

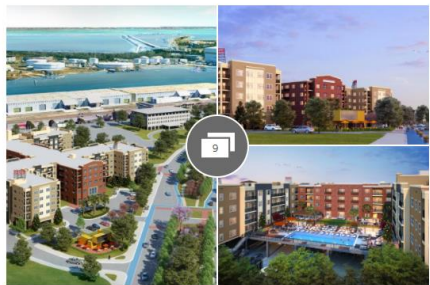


Creates Economic Development



Ground broken for \$51 million downtown Mobile apartment project

8 Updated on August 16, 2017 at 11:51 AM. Posted on August 16, 2017 at 11:46 AM



Mobile agrees to sell City Hall North for apartment project

3 Updated on August 15, 2017 at 2:22 PM. Posted on August 15, 2017 at 2:16 PM



Strengthens Neighborhood Identity



Midtown, Sacramento

.... Tell Your Story



Dixieanne, Sacramento

M I G

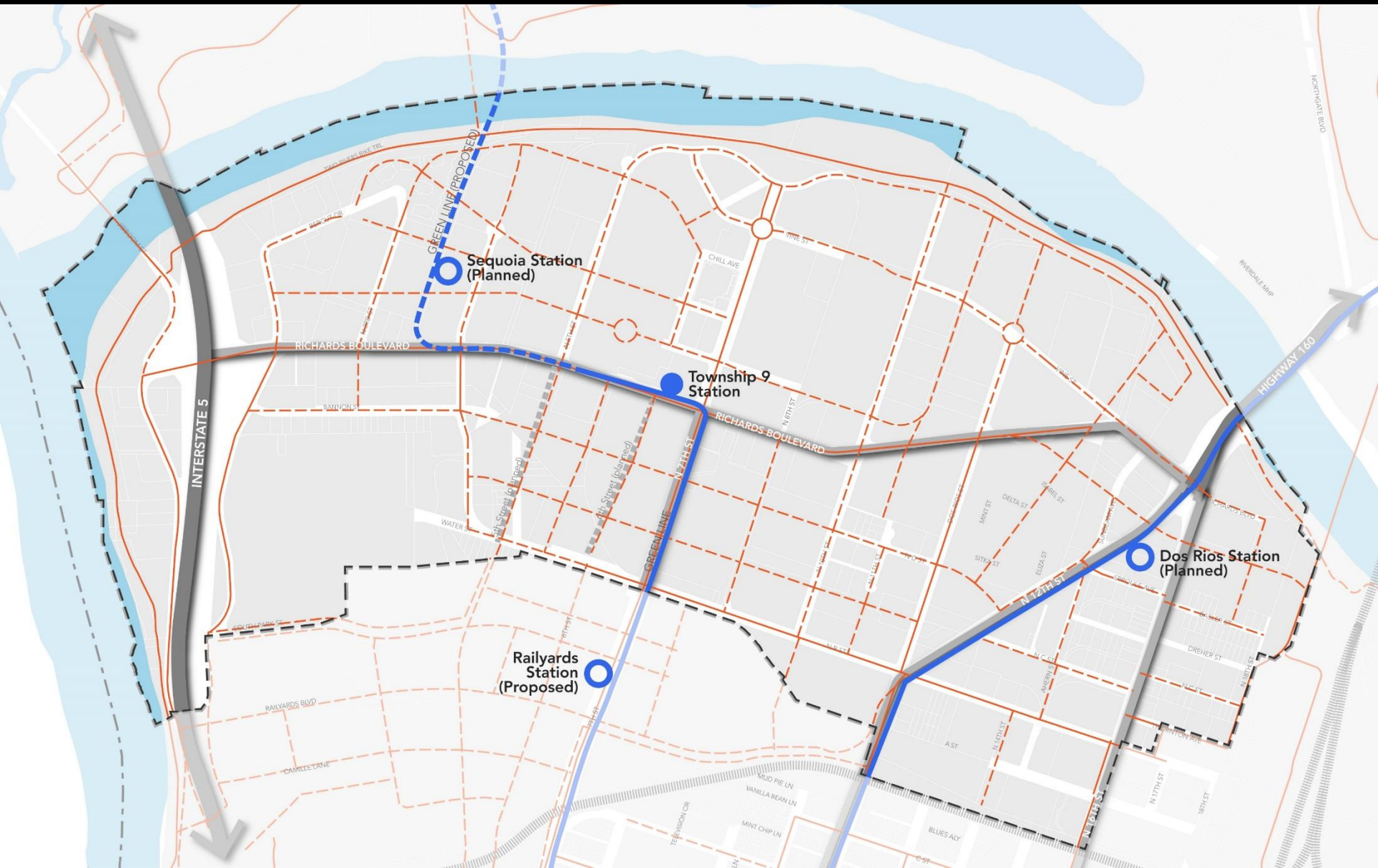
Design

RIVER DISTRICT, SACRAMENTO

Planning Context

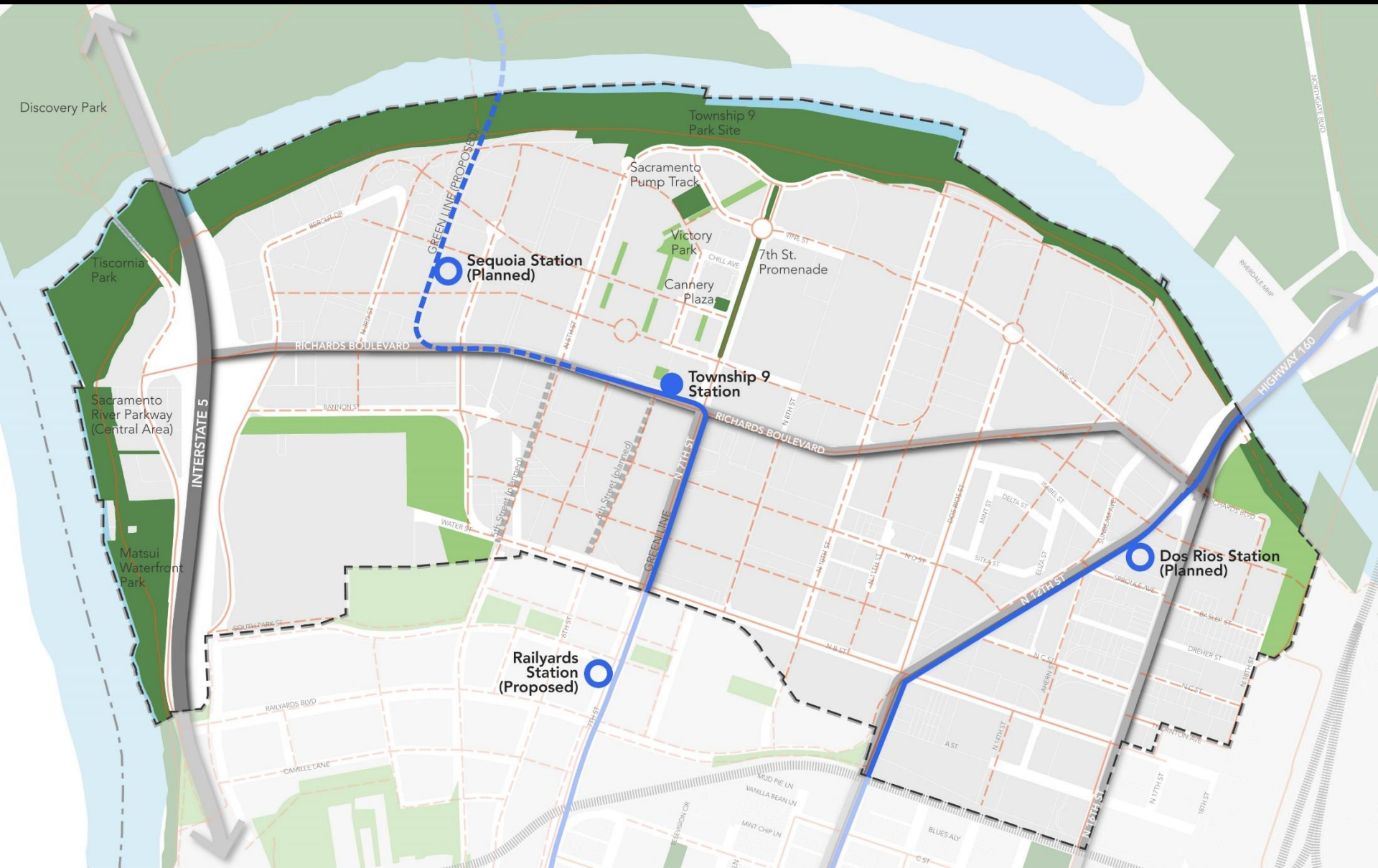


existing + proposed multi-modal network



RIVER DISTRICT, SACRAMENTO

existing + proposed community destinations



RIVER DISTRICT, SACRAMENTO

existing + proposed historic districts



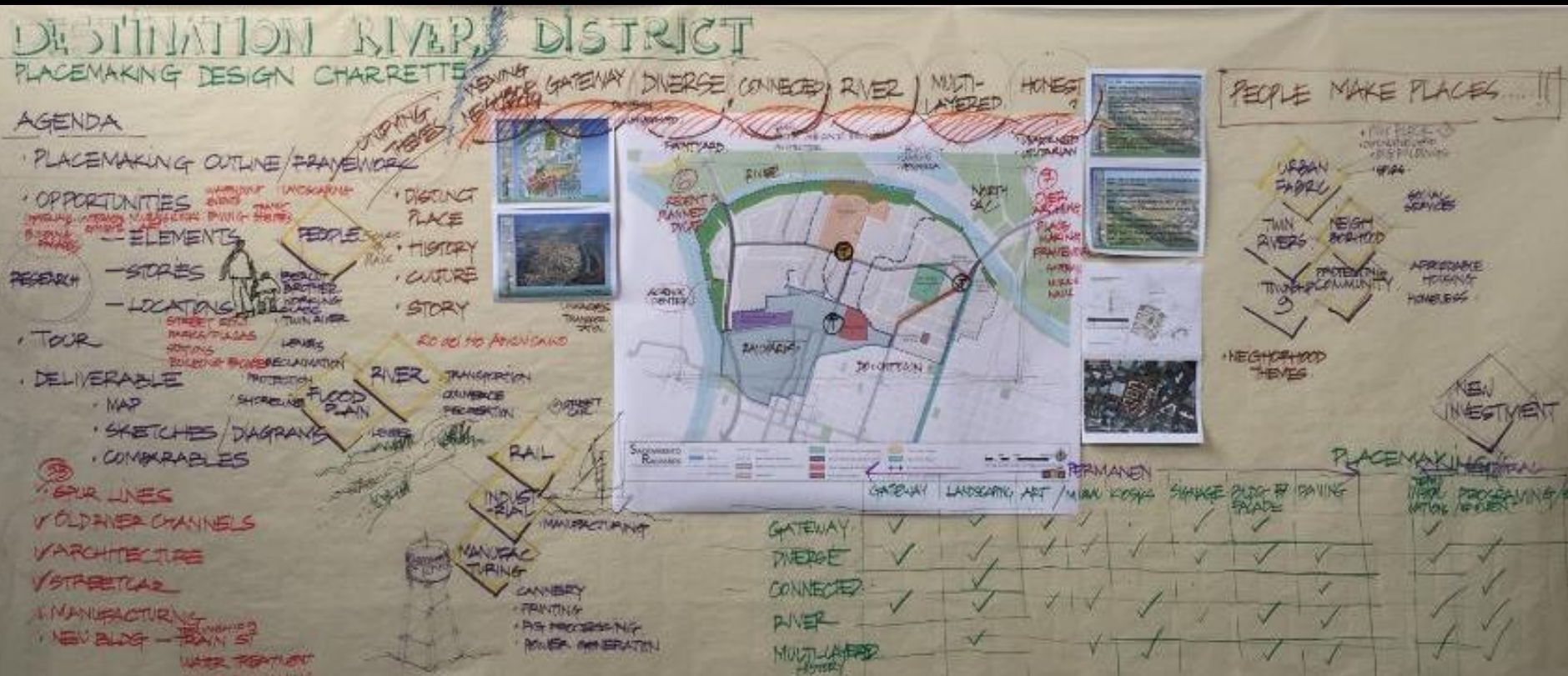
RIVER DISTRICT, SACRAMENTO

overall framework



RIVER DISTRICT, SACRAMENTO

story



Working Streetcar Suburb

Twin Rivers Meet... Rail Spurs

Multi-layered History

Honest!

Water

Well
ConnectedGa
teway..
Downtown

Well

NEAR NORTH SIDE, ST LOUIS

planning context



NEAR NORTH SIDE, ST LOUIS

planning context



NEAR NORTH SIDE, ST LOUIS

existing + proposed multi-modal network



NEAR NORTH SIDE, ST LOUIS

existing + proposed community destinations



Meaningful Community Engagement

Traditional Community Engagement



River District, Sacramento

Non-Traditional Community Meetings



Placemaking Pop-Up Events



Placemaking Pop-Up Events



Non-Traditional Community Meetings



POP-UP EVENT STATIONS | INTERACTIVE DISPLAY

Non-Traditional Community Meetings



POP-UP EVENT STATIONS | TEMPORARY CROSSWALK

Non-Traditional Community Meetings



POP-UP STATION EVENTS | REPURPOSE OPEN SPACES

Non-Traditional Community Meetings



POP-UP STATION EVENTS | ACTIVATING BLANK WALLS

Non-Traditional Community Meetings



POP-UP EVENT STATIONS | ARTFUL PLAY AREA

Placemaking Pop-Up Events



POP-UP EVENT STATIONS | STORY TELLING

Overarching Placemaking Framework

Safe and Comfortable

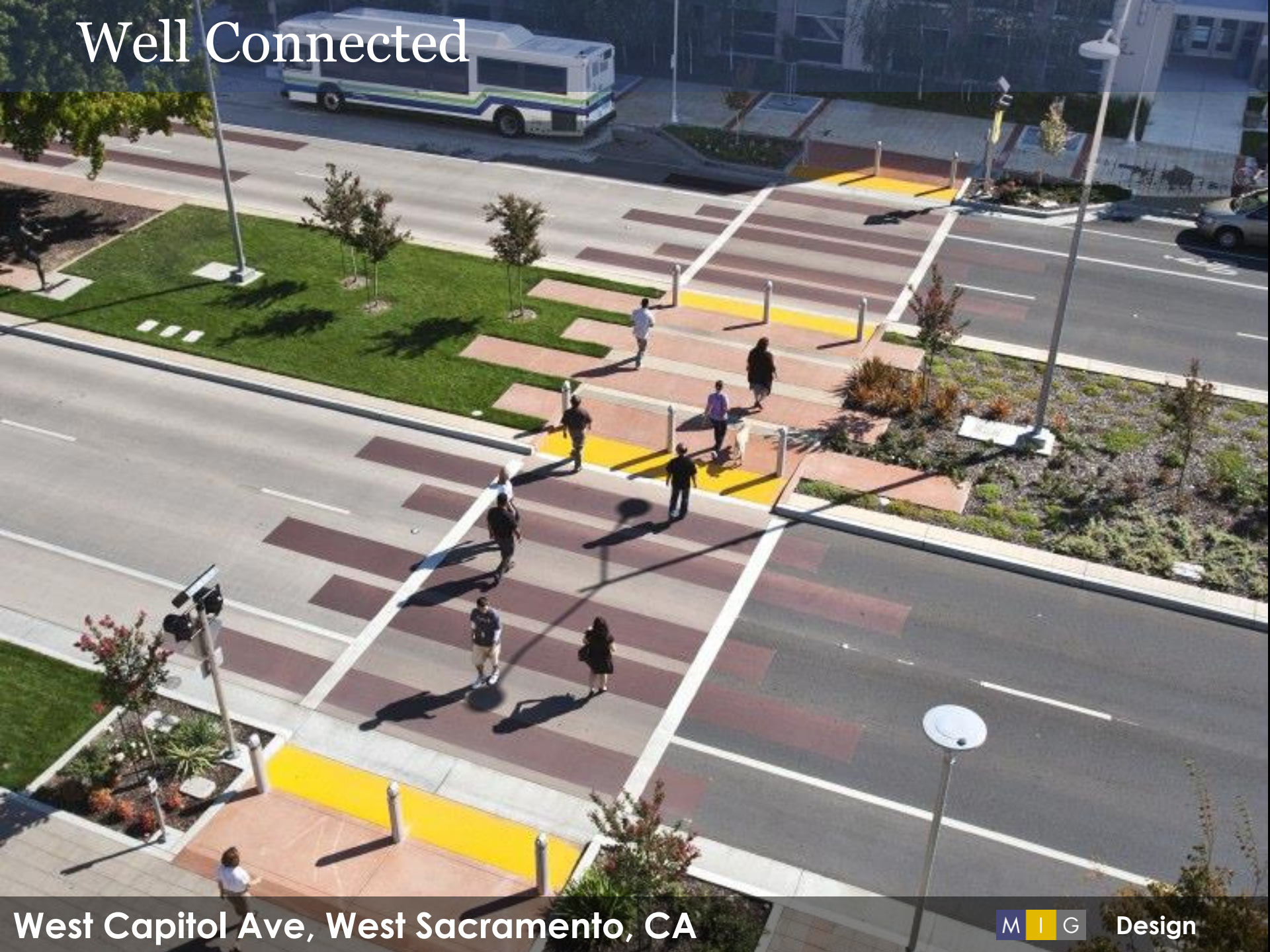


West Capitol Ave, West Sacramento, CA

M I G

Design

Well Connected



West Capitol Ave, West Sacramento, CA

M I G

Design

Healthy



Washington St, Golden, CO

M I G

Design

Healthy



Bayview Hunters Point, San Francisco

Outdoor Living Rooms Temporary



Upper Market, San Francisco

Outdoor Living Rooms Temporary



Bell St, Seattle, WA

M I G

Design

.... Outdoor Living Rooms... Permanent



Sustainable



Dixieanne Ave, Sacramento

M I G

Design

Artistic - Celebrate Community



Temporal / Flexible



HemisFair, San Antonio

Temporal / Flexible



HemisFair, San Antonio

Tactical



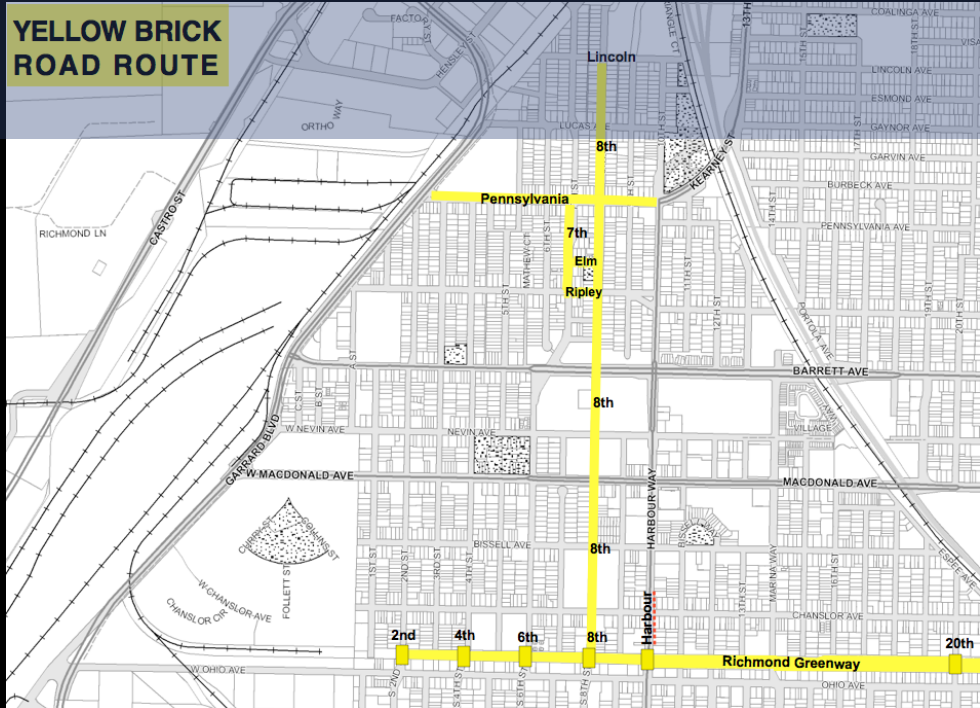
Upper Market, San Francisco

Tactical



Upper Market, San Francisco

Tactical



We
invite
you

to the **YELLOW BRICK ROAD**



Living
Preview



Iron Triangle, Richmond, CA



Elm Playlot, Richmond



Elm Playlot, Richmond



Tell The Story of Your Neighborhood



Tell The Story of Your Neighborhood



Hemisfair, San Antonio

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Design

Tell The Story of Your Neighborhood



Hemisfair, San Antonio

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Design

Tell The Story of Your Neighborhood



Hemisfair, San Antonio

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Design

Tell The Story of Your Neighborhood



Question 1

*What is the story of my
neighborhood and community?*

Placemaking Elements

PLACEMAKING ELEMENTS

Gateways, Art and Murals

Paving

Kiosks / Signage

Multi-Purpose Transit Stops & Structures

Repurposed Buildings & Open Spaces

Landscaping and Gardens

Play

Other

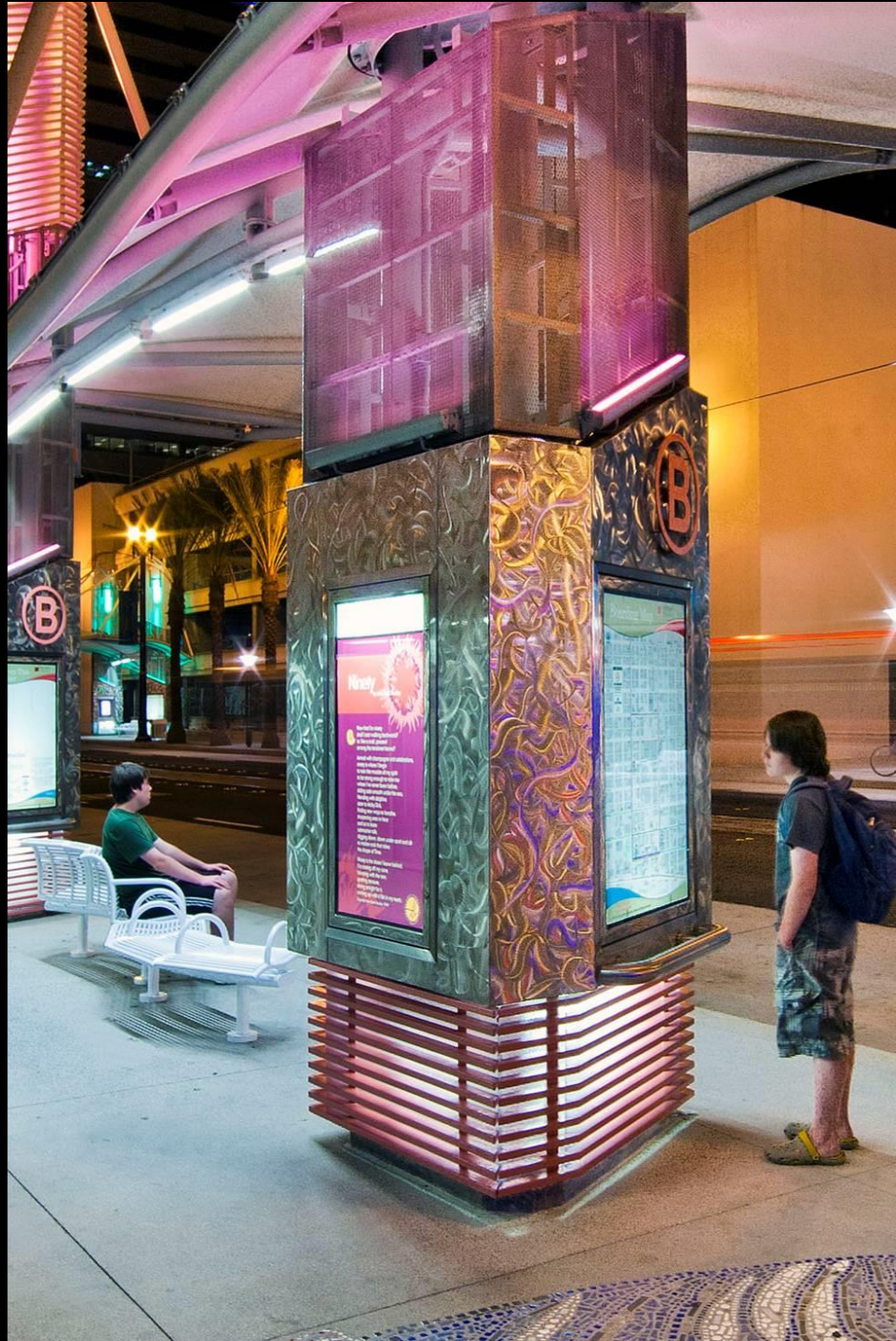
GATEWAYS



GATEWAYS



SIGNAGE / KIOSKS



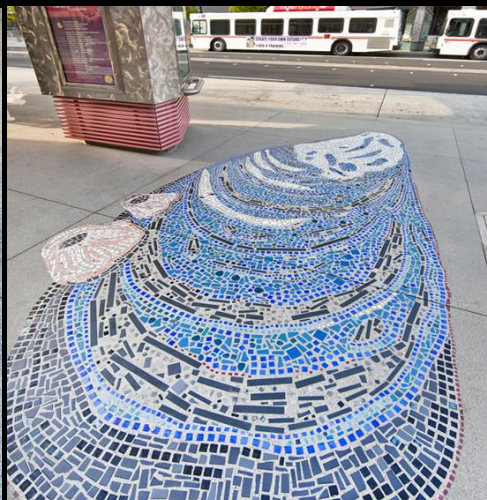
ART



ART / MURALS



PAVING



First Street, Long Beach

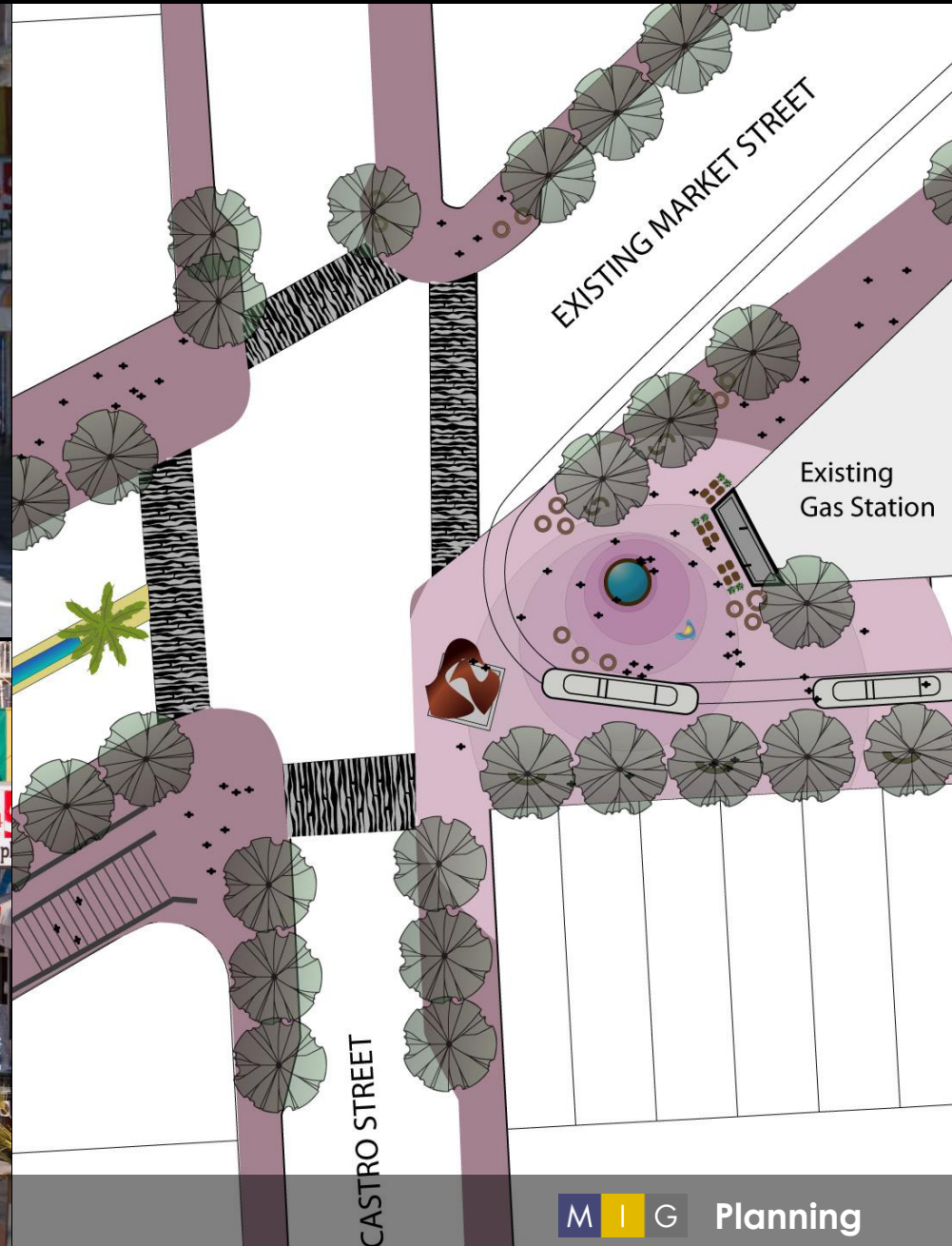
PAVING - STREETS



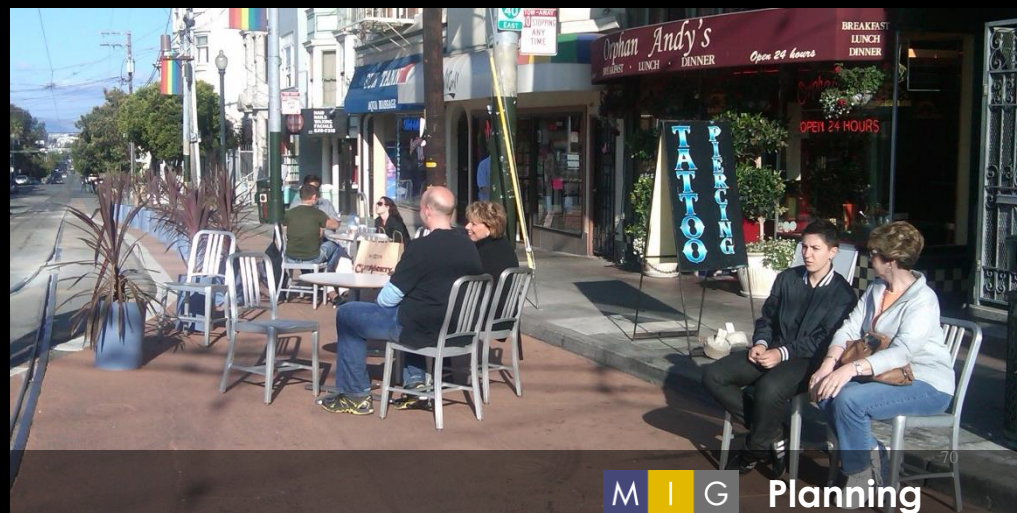
PAVING - STREETS



Upper Market, San Francisco



PAVING - STREETS



Upper Market, San Francisco

LANDSCAPING



HEALTHY GARDENS

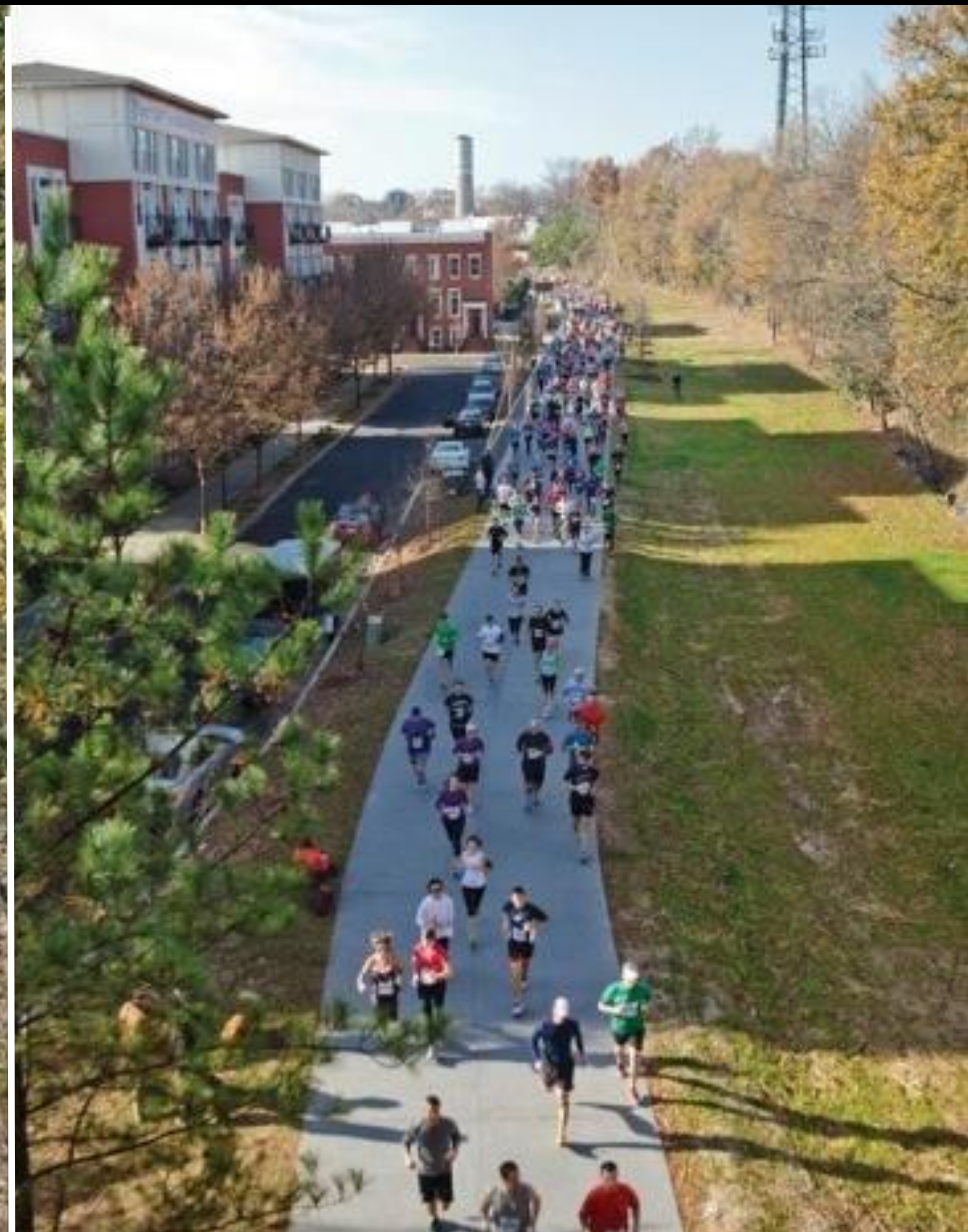


REPURPOSED OPEN SPACES



Atlanta Beltline, GA

NOVEMBER 2009



DECEMBER 2012

REPURPOSED OPEN SPACES



Nelson Mandela Parkway, Oakland

Chris Stewart

REPURPOSED OPEN SPACES



Hemisfair, San Antonio, TX

REPURPOSED OPEN SPACES



REPURPOSED BUILDINGS



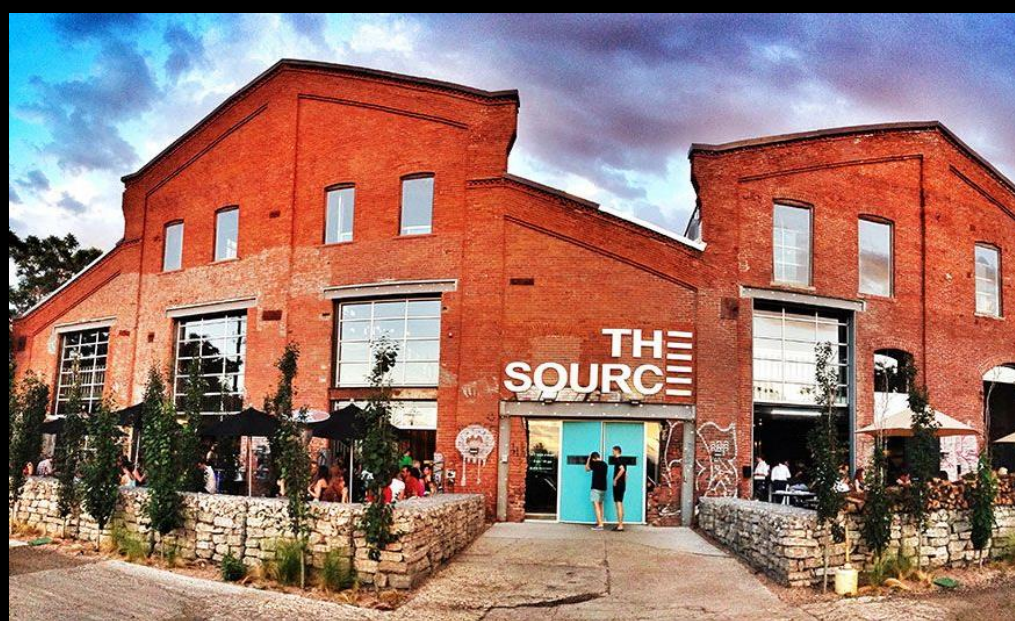
North Collinwood, Cleveland

REPURPOSED BUILDINGS



Point Richmond

REPURPOSED BUILDINGS



REPURPOSED BUILDINGS



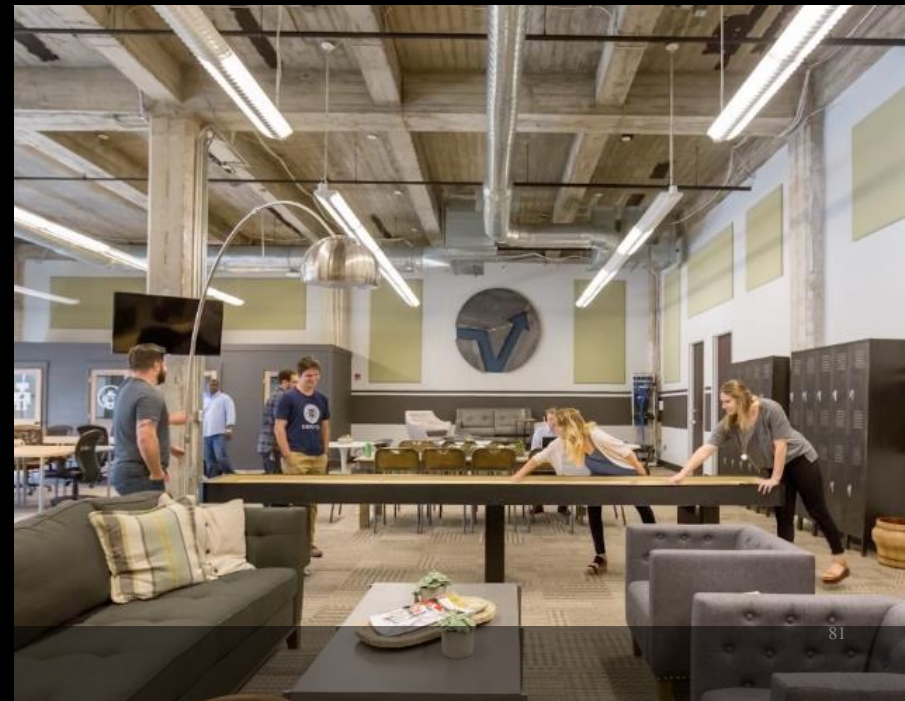
**SK8 CLUB UNITED
ST. LIBORIUS EASTER
SKATE JAM 2017**

Near North Side, St Louis

REPURPOSED INDUSTRIAL LAND



Innovation Depot, Birmingham



REPURPOSED INDUSTRIAL LAND



MULTIPURPOSE TRANSIT STRUCTURES



MULTIPURPOSE TRANSIT STOPS



Boyle Heights, Los Angeles

A photograph of three children playing in a field of tall, dry grass. In the background, there is a large, abstract, reddish-brown sculpture that resembles a stylized figure with outstretched arms. The scene is set outdoors on a sunny day with a clear blue sky and some trees in the distance. A semi-transparent grey rectangle is overlaid on the center of the image, containing white text.

**“YOU CAN
DISCOVER MORE
ABOUT A PERSON
IN AN HOUR OF
PLAY THAN A YEAR
OF CONVERSATION”**

Plato

PLAY



Water Street, San Antonio



PLAY FOR ALL AGES



PLAY FOR ALL AGES



Question 2

*What placemaking elements
will tell the story of my
neighborhood?*

GROUP EXERCISE

1. What is the Story of My Neighborhood & Community? (*15 min*)
2. What Placemaking Elements Will Tell The Story of My Neighborhood & Community? (*30 Min*)

TELL MY STORY!



Dixieanne Ave, Sacramento

M I G

Design